

## **LISTING OF CLAIMS**

For the ease of examination, this listing of claims is provided will replace all prior versions, and listings, of claims in the application:

### **Claims:**

1-66. (Cancelled).

67. (Currently Amended) A computer readable information storage medium having program code stored thereon that, when executed by a computer on a network, communicates information over said network comprising:

(a) program code to receive at a first information site on said network an information request from a communications device connected through said network, said information request relating to a particular subject matter;

(b) program code that determines a particular geographic area for relevant information to be provided in answering said information request, wherein the particular geographic area for relevant information is determined from at least one of the communication device's derived geographic location, the communication device's location stored in memory, the communication device's network address, said information request, said subject matter of interest, and an input to the communication device, the input to the communication device being at least one of a selection on a displayed map, input of a postal code, and input of address information;

(c) program code to retrieve answer information from ~~a database~~ one or more databases, said answer information comprising information responsive to said information request and ~~third party advertiser information unresponsive to said information request,~~ said

~~third party advertiser~~ information being based on the determined particular geographic area for relevant information and containing a link to connect said communication device to a ~~second the advertiser's~~ information site ~~operated on behalf of said third party~~ relating to said particular subject matter; and

(d) program code to provide said answer information from said first information site to said communication device.

68. (Currently Amended) A computer readable information storage medium as recited in claim 67, wherein said ~~third party advertiser~~ information comprises sponsored information.

69. (Original) A computer readable information storage medium as recited in claim 68, wherein said sponsored information is sponsored for specific geographic locations.

70. (Currently Amended) A computer readable information storage medium as recited in claim 67, further comprising program code that determines said particular geographic area for relevant information independent of a physical location of said communication device.

71. (Canceled)

72. (Currently Amended) A computer readable information storage medium as recited in claim 70, further comprising program code that determines said particular geographic area for relevant information from one of a network address identifying a geographic area of said communication device independent of a physical position of said communication device and geographic

information supplied in said information request by a user of said communication device.

73. (Currently Amended) A computer readable information storage medium as recited in claim 70, wherein said geographic location of said communication device and location indicated by said geographic information provided by said user are different, and comprising program code that provides, in said answer information, information corresponding to said geographic information supplied in said information request by said user.

74. (Currently Amended) A computer readable information storage medium as recited in claim 67, further comprising program code that derives contextual information from said information request and providing in said answer ~~third party~~ advertiser information ~~unresponsive to said request~~ in at least one category correlated to said derived contextual information.

75. (Currently Amended) A computer readable information storage medium as recited in claim 74, further comprising program code that assigns an exclusive ~~third party~~ advertiser information provider to each category for each answer to an information request.

76. (Currently Amended) A computer readable information storage medium comprising program code as recited in claim 75, further comprising program code that assigns an exclusive ~~third party~~ advertiser information provider to each said category until an event alters the identity of said exclusive sponsor for said category.

77. (Currently Amended) A computer readable information storage medium as recited in claim 75, further comprising program code that assigns an exclusive ~~third party~~ advertiser information provider to each said category for a time period.

78. (Currently Amended) A computer readable information storage medium as recited in claim 75, further comprising program code that periodically auctions a right to be assigned as said exclusive ~~third party~~ advertiser information provider.

79. (Currently Amended) A computer readable information storage medium having program code stored thereon that, when executed by a computer, provides geographically based ~~third party~~ advertiser information to users of networked terminals, comprising:

(a) program code that receives an information request from one of said users through a networked terminal, said information request relating to a particular subject matter;

(b) program code that determines a particular geographic region area for relevant information for said information request, wherein the particular geographic area for relevant information is determined from at least one of the communication device's derived geographic location, the communication device's location stored in memory, the communication device's network address, said information request, said subject matter of interest, and an input to the communication device, the input to the communication device being at least one of a selection on a displayed map, input of a postal code, and input of address information;

(c) program code that provides said user access to ~~an~~ a first information site providing content responsive to said information request; and

(d) program code that provides said user a link at said first information site to ~~an~~

~~unrequested third party~~ an advertiser's information site, an identity of said third party advertiser's information site being determined by based on said geographic information particular subject matter and said particular geographic area for relevant information.

80. (Currently Amended) A computer readable information storage medium as recited in claim 79, further comprising program code that provides a link to a first ~~third party~~ advertiser site for a first geographic location and a second ~~third party~~ advertiser information site for a second geographic location.

81. (Canceled).

82. (Currently Amended) A computer server for communicating information over ~~said a~~ a network comprising:

(a) a processor that receives at a first information site on said network an information request from a communications device connected through said network;

(b) a processor that determines a particular geographic area for relevant information to be provided in answering said information request, said information request relating to a particular subject matter and the particular geographic area for relevant information is determined from at least one of the communication device's derived geographic location, the communication device's location stored in memory, the communication device's network address, said information request, said subject matter of interest, and an input to the communication device, the input to the communication device being at least one of a selection on a displayed map, input of a postal code, and input of address information;

(c) a processor that retrieves answer information from ~~a database~~ one or more databases, said answer information comprising information responsive to said information request and ~~third party advertiser information unresponsive to said information request~~, said ~~third party advertiser information being based on the determined particular geographic area for relevant information and~~ containing a link to connect said communication device to ~~a second the advertiser's information site operated on behalf of said third party~~, the advertiser's information site relating to said particular subject matter; and

(d) a processor that provides said answer information from said first information site to said communication device.

83. (Currently Amended) A computer server as recited in claim 82, wherein said ~~third party advertiser~~ advertiser information comprises sponsored information.

84. (Original) A computer server as recited in claim 83, wherein said sponsored information is sponsored for specific geographic locations.

85. (Currently Amended) A computer server as recited in claim 82, further comprising a processor that determines said particular geographic area for relevant information independent of a physical location of said communication device.

86. (Canceled)

87. (Original) A computer server as recited in claim 85, further comprising a processor that determines said particular geographic area for relevant information from one of a network address identifying a geographic area of said communication device independent of a physical position of said communication device and geographic information supplied in said information request by a user of said communication device.

88. (Currently Amended) A computer server as recited in claim 85 wherein said geographic location of said communication device and location indicated by said geographic information provided by said user are different, and comprising a processor that provides, in said answer information, information corresponding to said geographic information supplied in said information request by said user.

89. (Currently Amended) A computer server as recited in claim 82, further comprising a processor that derives contextual information from said information request and providing in said answer information, ~~third party advertiser~~ information ~~unresponsive to said request~~ in at least one category correlated to said derived contextual information.

90. (Currently Amended) A computer server as recited in claim 89, further comprising a processor that assigns an exclusive ~~third party~~ advertiser information provider to each category for each answer to an information request.

91. (Currently Amended) A computer server as recited in claim 90, further comprising a processor that assigns an exclusive ~~third party~~ advertiser information provider to each said

category until an event alters the identity of said exclusive ~~third-party~~ advertiser information provider for said category.

92. (Currently Amended) A computer server as recited in claim 90, further comprising a processor that assigns an exclusive ~~third-party~~ advertiser information provider to each said category for a time period.

93. (Currently Amended) A computer server as recited in claim 92, further comprising a processor that periodically auctions a right to be assigned as said exclusive sponsor.

94. (Currently Amended) A computer server having a processor stored thereon that, when executed by a computer, provides geographically based ~~third-party~~ advertiser information to users of networked terminals, comprising:

(a) a processor that receives an information request from one of said users through a networked terminal, said information request relating to a particular subject matter;

(b) a processor that determines a particular geographic ~~region~~ area for relevant information for said information request, wherein the particular geographic area for relevant information is determined from at least one of the communication device's derived geographic location, the communication device's location stored in memory, the communication device's network address, said information request, said subject matter of interest, and an input to the communication device, the input to the communication device being at least one of a selection on a displayed map, input of a postal code, and input of address information;

(c) a processor that provides said user access to an information site providing content



responsive to said information request; and

(d) a processor that provides said user a link at said information site to an ~~unrequested~~ ~~third-party advertiser's~~ information site, an identity of said ~~third-party advertiser's~~ information site being determined ~~by~~ based on said geographic information particular subject matter in said particular geographic area for relevant information.

95. (Currently Amended) A computer server as recited in claim 94, further comprising a processor that provides a link to a first ~~third-party advertiser~~ site for a first geographic location and a second ~~third-party advertiser~~ information site for a second geographic location.

96. (Canceled)

97. (Currently Amended) A computer server for communicating information over said network comprising:

(a) means for receiving at a first information site on said network an information request from a communications device connected through said network, said information request relating to a particular subject matter;

(b) means for determining a particular geographic area for relevant information to be provided in answering said information request, wherein the particular geographic area for relevant information is determined from at least one of the communication device's derived geographic location, the communication device's location stored in memory, the communication device's network address, said information request, said subject matter of interest, and an input to the communication device, the input to the communication device being at least one of a

selection on a displayed map, input of a postal code, and input of address information;

(c) means for retrieving answer information from ~~a database~~ one or more databases, said answer information comprising information responsive to said information request and ~~third party advertiser~~ information ~~unresponsive to said information request~~, said ~~third party advertiser~~ information being based on the determined particular geographic area for relevant information and containing a link to connect said communication device to ~~a second~~ an advertiser's information site ~~operated on behalf of said third party~~ relating to said particular subject matter; and

(d) means for providing said answer information from said first information site to said communication device.

98. (Currently Amended) A computer server as recited in claim 97, wherein said ~~third party advertiser~~ information comprises sponsored information.

99. (Original) A computer server as recited in claim 98, wherein said sponsored information is sponsored for specific geographic locations.

100. (Currently Amended) A computer server as recited in claim 97, further comprising means for determining said particular geographic area for relevant information independent of a physical location of said communication device.

101. (Canceled)

102. (Currently Amended) A computer server as recited in claim 100, further comprising means for determining said particular geographic area for relevant information from one of a network address identifying a geographic area of said communication device independent of a physical position of said communication device and geographic information supplied in said information request by a user of said communication device.

103. (Currently Amended) A computer server as recited in claim 100, wherein said geographic location of said communication device and location indicated by said geographic information provided by said user are different, and comprising means for providing, in said answer information, information corresponding to said geographic information supplied in said information request by said user.

104. (Currently Amended) A computer server as recited in claim 100, further comprising means for deriving contextual information from said information request and providing in said answer ~~third party~~ advertiser information ~~unresponsive to said request~~ in at least one category correlated to said derived contextual information.

105. (Currently Amended) A computer server as recited in claim 104, further comprising means for assigning an exclusive ~~third party~~ advertiser information provider to each category for each answer to an information request.

106. (Currently Amended) A computer server comprising a processor as recited in claim 105, further comprising means for assigning an exclusive ~~third party~~ advertiser information provider

to each said category until an event alters the identity of said exclusive ~~third-party~~ advertiser information provider for said category.

107. (Currently Amended) A computer server as recited in claim 105, further comprising means for assigning an exclusive ~~third-party~~ advertiser information provider to each said category for a time period.

108. (Currently Amended) A computer server as recited in claim 105 comprising means for periodically auctioning a right to be assigned as said exclusive ~~third-party~~ advertiser information provider.

109. (Currently Amended) A computer server having a processor stored thereon that, when executed by a computer, provides geographically based ~~third-party~~ advertiser information to users of networked terminals, comprising:

(a) means for receiving an information request from one of said users through a networked terminal, said information request relating to a particular subject matter;

(b) means for determining a particular geographic region area for relevant information for said information request, wherein the particular geographic area for relevant information is determined from at least one of the communication device's derived geographic location, the communication device's location stored in memory, the communication device's network address, said information request, said subject matter of interest, and an input to the communication device, the input to the communication device being at least one of a selection on a displayed map, input of a postal code, and input of address information;

(c) means for providing said user access to an information site providing content responsive to said information request; and

(d) means for providing said user a link at said information site to an ~~unrequested~~ ~~third-party advertiser's~~ information site, an identity of said ~~third-party advertiser's~~ information site being determined ~~by~~ based on said particular subject matter and said particular geographic information area for relevant information.

110. (Currently Amended) A computer server as recited in claim 109, further comprising means for providing a link to a first ~~third-party advertiser~~ site for a first geographic location and a second ~~third-party advertiser~~ information site for a second geographic location.

111. (Canceled)

112. (Currently Amended) A method of electronically providing information to a communication device comprising the steps of:

(a) receiving at a first information site hosted by a computer on a network an information request from said communication device communicating through said network, said information request relating to a particular subject matter;

(b) directing said computer to determine a particular geographic area for relevant information to be provided in answering said information request, wherein the particular geographic area for relevant information is determined from at least one of the communication device's derived geographic location, the communication device's location stored in memory, the communication device's network address, said information request, said subject matter of

interest, and an input to the communication device, the input to the communication device being at least one of a selection on a displayed map, input of a postal code, and input of address information;

(c) directing said computer to retrieve answer information from ~~a database~~ one or more databases, said answer information comprising information responsive to said information request and ~~third-party advertiser information unresponsive to said information request~~, said ~~third party advertiser information being based on the determined particular geographic area for relevant information and~~ containing a link for use by said communication device to connect said communication device to ~~a second~~ the advertiser's information site ~~operated on behalf of said third party relating to said particular subject matter~~; and

(d) directing said computer to provide said answer information from said first information site to said communication device.

113. (Currently Amended) The method recited in claim 112, wherein said ~~third-party advertiser~~ information comprises sponsored information.

114. (Original) The method recited in claim 113, wherein said sponsored information is sponsored for specific geographic locations.

115. (Currently Amended) The method recited in claim 112, further comprising directing said computer to determine said particular geographic area for relevant information independent of a physical location of said communication device.

116. (Canceled)

117. (Currently Amended) The method recited in claim 115, further comprising directing said computer to determine said particular geographic area for relevant information from one of a network address identifying a geographic area of said communication device independent of a physical position of said communication device and geographic information supplied in said information request by a user of said communication device.

118. (Currently Amended) The method recited in claim 115, wherein said geographic location of said communication device and location indicated by said geographic information provided by said user are different, comprising directing said computer to provide answer information corresponding to said geographic information supplied in said information request by said user.

119. (Currently Amended) The method recited in claim 112, further comprising directing said computer to derive contextual information from said information request and to provide in said answer information, third-party advertiser information unresponsive to said request in at least one category correlated to said contextual information.

120. (Currently Amended) The method recited in claim 119, further comprising directing said computer to assign an exclusive third-party advertiser information provider to each said category for each answer to an information request.

121. (Currently Amended) The method recited in claim 120, further comprising directing said computer to assign an exclusive ~~third-party~~ advertiser information provider to each said category until an event alters the identity of said exclusive ~~third-party~~ advertiser information provider for said category.

122. (Currently Amended) The method recited in claim 120, further comprising directing said computer to assign an exclusive ~~third-party~~ advertiser information provider to each said category for a time period.

123. (Currently Amended) The method recited in claim 120, further comprising directing said computer to periodically auction a right to be assigned as said exclusive ~~third-party~~ advertiser information provider.

124. (Currently Amended) A method of providing geographically based ~~third-party~~ advertiser information to users of networked terminals, comprising the steps of:

(a) receiving at a server computer an information request from one of said users through ~~said a~~ a networked terminal, said information request relating to a particular subject matter;

(b) determining with said server a particular geographic region area for relevant information for said information request, wherein the particular geographic area for relevant information is determined from at least one of the communication device's derived geographic location, the communication device's location stored in memory, the communication device's network address, said information request, said subject matter of interest, and an input to the



communication device, the input to the communication device being at least one of a selection on a displayed map, input of a postal code, and input of address information;;

(c) through said server providing said user access to an information site providing content responsive to said information request; and

(d) through said server providing said user a link at said information site to an ~~unrequested third party advertiser's~~ information site, an identity of said ~~third party advertiser's~~ information site being determined ~~by~~ based on said particular subject matter and said particular geographic information area for relevant information.

125. (Currently Amended) The method recited in claim 124, wherein said server provides a link to a first ~~third party advertiser~~ information site for a first geographic ~~locations~~ location and a second ~~third party advertiser~~ information site for a second geographic location.

126. (Canceled).

127. (Currently Amended) A method of providing advertisers access to customers based on customer geographic preferences comprising the steps of:

(a) providing a web site platform at which customers seek information ~~on topics for~~ relating to a particular subject matter and a plurality of particular geographic locations areas for relevant information , wherein the plurality of particular geographic areas for relevant information are determined from at least one of the communication device's derived geographic location, the communication device's location stored in memory, the communication device's network address, said information request, said subject matter of interest, and an input to the

communication device, the input to the communication device being at least one of a selection on a displayed map, input of a postal code, and input of address information;

(b) for a said plurality of ~~said~~ particular geographic areas for relevant information, offering advertisers an option to purchase a link to be placed on said web site platform to a third party advertiser information site not requested by said customer, said ~~third party~~ advertiser site having a contextual relationship to one of said topics being based on the plurality of particular geographic areas for relevant information and relating to the particular subject matter; and

(c) placing said link on said web site platform when purchased by said advertiser.

128. (Currently Amended) A method of advertising comprising:

(a) receiving a request message from a communication device on a network, said request message relating to a particular subject matter;

(b) ~~deriving~~ determining a particular geographic information area for relevant information from said request message, wherein the particular geographic area for relevant information is determined from at least one of the communication device's derived geographic location, the communication device's location stored in memory, the communication device's network address, said information request, said subject matter of interest, and an input to the communication device, the input to the communication device being at least one of a selection on a displayed map, input of a postal code, and input of address information;

(c) answering said request message by providing said communication device access to a web site presenting request responsive information corresponding to said particular geographic ~~information~~ area for relevant information; and

(d) providing a link on said web site to an advertising site ~~providing contextually related information~~ being based on the determined particular geographic area for relevant information and relating to the particular subject matter ~~not requested in said request message.~~

129. (Currently Amended) A method of providing advertisers access to customers based on customer geographic preferences comprising the steps of:

(a) ~~geographic locations~~ providing a web site platform at which customers seek information ~~concerning~~ relating to particular subject matter and a plurality of particular geographic locations areas for relevant information, wherein the plurality of particular geographic areas for relevant information are determined from at least one of the communication device's derived geographic location, the communication device's location stored in memory, the communication device's network address, said information request, said subject matter of interest, and an input to the communication device, the input to the communication device being at least one of a selection on a displayed map, input of a postal code, and input of address information;;

(b) for ~~[[a]]~~ said plurality of said particular geographic areas for relevant information, offering advertisers an option to purchase a link to be placed on said web site platform ~~to a third party~~ the advertiser's information site ~~not requested by said customer, said third party advertiser's information site~~ having a relationship to said particular subject matter and said plurality of particular geographic area ~~areas~~ areas for relevant information; and

(c) placing said link on said web site platform when purchased by said advertiser.

130. (Currently Amended) A computer readable information storage medium having program code stored thereon that, when executed by a computer on a network, communicates information over said network comprising:

(a) program code that receives at a first information site on said network an information request from a communications device connected through said network, said information request relating to a particular subject matter;

(b) program code that determines a particular geographic area for relevant information to be provided in answering said information request, wherein the particular geographic area for relevant information is determined from at least one of the communication device's derived geographic location, the communication device's location stored in memory, the communication device's network address, said information request, said subject matter of interest, and an input to the communication device, the input to the communication device being at least one of a selection on a displayed map, input of a postal code, and input of address information;

(c) program code that retrieves answer information from ~~a database~~ one or more databases, said answer information comprising information responsive to said information request and ~~third party advertiser information unresponsive to said information request, said third party advertiser information being based on the determined particular geographic area for relevant information and relating to the particular subject matter and~~ containing information usable by a user to contact said ~~third party advertiser;~~ and

(d) program code that provides said answer information from said first information site to said communication device.